

[1963]

★ MAR 18 1963 ★

U. S. Department of Agriculture

Blueberry Aristocrats

For Spring or Fall Delivery.. From: J. Herbert Alexander, Middleboro, Mass.

Variety Name	Fruiting Season	Flavor	Age or Size	Price each	Five rate each
Berkeley	Mid-season	Sweet	2 year	\$ 2.50	\$ 2.25
Bluecrop	Early to mid.	"	3 "	3.00	2.75
"	"	"	2 "	2.50	2.25
Blueray	Early	"	5 "	6.00	5.75
"	"	"	4 "	5.00	4.75
"	"	"	3 "	4.00	3.75
"	"	"	2 "	3.00	2.75
Collins	"	"	5 "	6.00	5.75
"	"	"	4 "	5.00	4.75
"	"	"	3 "	4.00	3.75
"	"	"	2 "	3.00	2.75
Coville	Very late	Tart	3 "	3.00	2.75
"	"	"	2 "	2.50	2.25
Earliblue	Very early	Sweet	2 "	2.50	2.25
Herbert	Late	"	3 "	4.00	3.75
"	"	"	2 "	3.00	2.75
Ivanhoe	Early to mid.	"	5 "	6.00	5.75
"	"	"	4 "	5.00	4.75

One to four of one variety at the each rate, 5 or more of one variety at 5 rate

Collection

3 for \$7.00

a
\$7.50
valueincludes 2 year old bushes of
Berkeley, Coville and Earliblue

1 ea. 3 var.

{ 6 for \$14.00 (2 ea. 3 var.-a \$15. value)
9 for \$20.00 (3 ea. 3 var.-a \$22.50 ")

Terms: CASH WITH ORDER, no C. O. D. shipments. Minimum order \$3.00. You pay transportation charges from our nursery but there is no packing charge. All plants are organically grown and are absolutely guaranteed to be true-to-name, strong, healthy and freshly dug immediately before shipment. Descriptions of the above blueberries will be supplied upon request. Plant blueberry bushes in Spring as early as the ground is open and large fruiting bushes can be planted until early May when the buds start to open, - smaller bushes can be planted as late as June if they are well watered and cared for. Also, bushes can be planted in the Fall from early Sept. to the time the ground freezes up usually in Dec. We supply complete planting instructions with each order. Our nursery is open daily including Sundays, from March 10 to Dec. 10. We will be very pleased to make you welcome. (Please turn page for other collections)

Blueberry Collections

For Spring or Fall Delivery.. From: J. Herbert Alexander, Middleboro, Mass.

Collection	}	6 for \$20.00	a \$21.00 value
		1 ea.- 6 var.	
includes 3 yr. old bushes of Berkeley, Blue-ray, Bluecrop Collins, Herbert and Coville	}	12 for \$38.00 (2 ea. 6 var.- a \$42. value)	
		18 for \$55.00 (3 ea. 6 var.- a 63. value)	
		30 for \$90.00 (5 ea. 6 var.- a 105. value)	

Collection	}	5 for \$10.00	a \$12.50 value
		1 ea.- 5 var.	
includes 3 yr. old bushes, good flavor, not named, our selection	}	10 for \$19.00, all different- a \$25.00 value)	
		25 for \$45.00, all different- a \$62.50 value)	

Collection	}	3 for \$8.50	a \$9.00 value
		1 ea.- 3 var.	
includes 2 year old bushes of Collins, Blue-ray and Herbert	}	6 for \$16.50 (2 ea. 3 var.- a \$18.00 value)	
		9 for \$24.75 (3 ea. 3 var.- a \$27.00 value)	

Collection	}	3 for \$9.50	a \$10.00 value
		1 ea.- 3 var.	
includes 3 year old bushes of Bluecrop, Blue-ray and Coville	}	6 for \$18.00 (2 ea. 3 var.- a \$20.00 value)	
		9 for \$27.75 (3 ea. 3 var.- a \$30.00 value)	

Collection	}	3 for \$13.50	a \$14.00 value
		1 ea.- 3 var.	
includes 4 year old bushes of Collins, Ivanhoe and Blue-ray	}	6 for \$26.50 (2 ea. 3 var.- a \$28.00 value)	
		9 for \$39.75 (3 ea. 3 var.- a \$42.00 value)	

BLUEBERRY BARGAINS.... Smaller fruiting, unnamed varieties, all different.....

2 year old bushes \$1.00 each, five for \$4.75, ten for \$ 9.00, 25 for \$20.00

3 year old bushes \$1.50 each, five for \$7.25, ten for \$14.00, 25 for \$32.50

4 year old bushes \$2.00 each, five for \$9.75, ten for \$19.00, 25 for \$45.00

TERMS: CASH WITH ORDER. No C.O.D.'s. All shipments are F.O.B. Middleboro, Mass.
Minimum order \$3.00. Please request Blue List for complete descriptions of
the above varieties- ask also for other FREE lists of New and Rare plants.
Our nursery is open daily from 7A.M. to dark,- from Mar. 10 to Dec. 10.
All plants are 100% organically grown, no poison sprays or chemicals are
ever used either on the plants or the fruit. Fruit is harvested from July
15 to Sept. usually, depending upon the season.(Please turn page)

Blueberry Aristocrats

Spring or Fall delivery From : J. Herbert Alexander, Middleboro, Mass.

BERKELEY. (U-85)(Stanley x Pioneer) This is one of the largest cultivated blueberries yet introduced and is a splendid better-flavored variety. Its fruit is nearly four times the size of wild berries and the first pick is usually nearly one inch in diameter,- also the size holds up well throughout picking season. Fruiting season is quite early, about mid-July just after "Rancocas" and about ten days later than "Bluecrop". It is best of its season to date, with huge loosely arranged clusters which are very easy to pick,- a most promising commercial variety as well as an excellent home garden berry. Fruit clusters are near the tips of the branches,- not concealed in the foliage; berries are a lighter blue than any variety now in commerce so this variety should be in good demand for many years. Its scar is good, it keeps well after picking which makes it a good shipper to distant markets. Those who like sweet-flavored fruit will welcome this variety which inherits its sweetness from "Pioneer" and "Stanley". Its bush is strong, vigorous, upright and very productive; foliage is large and very healthy; the young bushes start fruiting at an early age; berries do not crack after rainfall which is important to commercial shippers. I can highly recommend this variety as it is one of my favorite cultivated blueberries.

BLUECROP. (17-19)(Jersey x Pioneer) x (Stanley x June) One of the newest and latest introductions in cultivated blueberries which has great promise as a commercial variety of the future. It is an early to mid-season variety and is one which has proven to be unusually hardy in northern New England plantings. First fruit ripens a week to ten days before "Berkeley" and three to five days later than "Stanley". Its berries are a bit larger than "Jersey" and are a good light blue color (next to "Berkeley" they are lightest blue). Its fruit is firm, sweet, has some aroma, holds well to bush so that 90% can be picked at one time. It does not crack after rainfall, fruit clusters are loose and open and are located at the tips of the branches. Bushes are tall, upright and vigorous,- producing fruit in great abundance. Its fine color makes an appealing and attractive pack. Excellent flavor,- one that I do not hesitate to recommend.

BLUERAY. (18-96)(Jersey x Pioneer) x (Stanley x June) Latest introduction by the U. S. D. A. before 1960. This is recommended as the second early of the larger kinds for the northeastern United States. Fruits in the "Rancocas" and "Stanley" season. Plants are erect to slightly spreading, very vigorous and are very productive. Has proven to be winter resistant in Mass., Mich. and N. J. Its fruit is borne in large rather tight clusters; berries are large,- about like "Herbert" and "Berkeley"; fruit is firm, light blue, color similar to the "Coville"; high flavored and aromatic(aroma like "Pioneer") sweet to sub-acid depending upon the degree of ripeness; resistant to cracking after rainfall; scar is medium; fruit will cling for weeks so that 85% to 90% can be picked at one time, making this an excellent home garden berry. One I can highly recommend.

COLLINS. (18-116)(Stanley x Weymouth) This newest introduction of the giant sized cultivated blueberries is only recently introduced. This new variety was selected mainly to fill the gap in the fruiting season between "Earliblue" and "Blueray". We have great need for new early-fruited varieties to fill seasonal gaps. "Collins" is an erect, vigorous and productive bush which appears to be as hardy as "Berkeley" and "Pemberton". Its fruit is about the size of "Coville" and "Earliblue", being firm, light blue in color and having a nice sweet flavor. Fruit does not crack after rainfall, making it easy to handle commercially and for home use. Stocks of this variety are still rather limited so please place your order early and I will be glad to reserve it for you. (over)

COVILLE. (DN-76)(Jersey x Pioneer) x (Stanley) This is a sister plant to "Dixi" and was selected to replace "Rubel". This attractive, firm berry is particularly desirable for long distance shipping. It is an excellent keeper because of its small dry scar,- an excellent characteristic for preserving the quality of fruit in the commercial market,- as well as en route! It is also an equally fine fruit for freezing, retaining its high flavor and aroma indefinitely. This variety is rather tart until fully ripe, but it holds well to the bush all through the picking season, sweetening up all the while, and requiring less pickings. In size it is nearly as large as "Berkeley" but a deeper blue in color. Its bush is tall and upright in habit of growth, very vigorous and productive. Its long vigorous laterals produce long, loose clusters of fruit near the tips of the branches making it easy picking. Highly recommended for pies, jams, and for all kinds of cooking. Especially good for freezing as the high flavor is retained in entirety. One of Mrs. Alexander's favorites, because she can enjoy them in the Winter after the hubub of the blueberry season is well past and forgotten.

EARLIBLUE. (15-121)(Stanley x Weymouth) This large variety is the earliest to fruit of all the new blueberry "Aristocrats" as yet introduced. Because of its earliness, it has tremendous commercial possibilities. Its fruit ripens a day or two after "Weymouth" depending on climatic conditions. Its berries are much lighter blue and much firmer than "Weymouth", making it a far better variety from the commercial point of view,- shipping, keeping and storing better. It is somewhat larger in size than "Weymouth" and of far better dessert quality. Its sweet flavored berries which appear to be resistant to cracking after rainfall, hold to the plant exceptionally well,- making it a very profitable berry commercially. This is equally good for the home garden and is one that appears to be especially hardy in northern New England. A fine variety!

HERBERT. (V-25)(Stanley) x (Jersey x Pioneer) In my opinion, this variety is the finest cultivated blueberry so far developed and introduced. It has the finest flavor, which is in my opinion nearly perfect,- just sweet enough and yet tart enough to have the desired "zip" which adds to its lingering aroma. Its berries are of largest size, nearly one inch in diameter at first picking; are produced in tremendous clusters of loose, open formation out at the tips of the branches; fruit about the same color as "Dixi" and darker than "Coville"; ripens about with "Rubel" but earlier than "Coville". Berries hold well to the bush and the size holds up well throughout the picking season. Excellent for shipping, for freezing and also for home gardeners. Bushes are upright and spreading, having a tendency to make up a little more slowly than some other varieties but are vigorous growers and croppers after reaching maturity. Highly recommended.

IVANHOE. (BL-32)(Rancocas x Carter) x (Stanley) This 1951 introduction is primarily intended for the area from North Carolina to southern New England. It is notable for its plant vigor and its scar. Fruit is firm, highly flavored if allowed to ripen fully, easy to pick in contrast to "Rancocas" of the same fruiting season. Good color; canker resistant; not entirely hardy in northern New England some years, so we do not recommend it for locations north of Conn. and Rhode Island. This is a very vigorous grower and makes an attractive shrub for landscaping,- however its fruit buds seem rather tender so crops are apt to be erratic. The best advise I can give on "Ivanhoe" is,- Try it in your locality before planting out any great quantity. We find production erratic here in southeastern Massachusetts.

NOTE: Price list of these "Blueberry Aristocrats" will be furnished upon request. Cultural directions are sent with all orders. Our plants are all 100% organically grown. NO CHEMICALS WHATSOEVER.... NO POISON SPRAYS ! ! !